

Media monitoring evaluation criteria and indicators to be evaluated

1. Verification of Proposal Compliance and Evaluation of Proposals

- 1.1 The contracting authority verifies whether the submitted proposals comply with the conditions stated in the procurement documents and makes a reasoned decision on recognizing the proposals as compliant or rejecting them.
- 1.2 The contracting authority may declare a proposal compliant if there are no material deviations from the terms specified in the procurement documents.
- 1.3 The contracting authority has the right to ask the bidder for clarifying questions regarding the submitted proposal and request further details from the bidder.
- 1.4 The contracting authority evaluates the proposals deemed compliant.
 - 1.4.1 The evaluation criteria for determining the successful proposal and their relative weights are as follows:

Proposal Content:	Points
The following will be evaluated under the content of the offer: <ul style="list-style-type: none">➤ Number of media outlets (20 points);➤ Number of keywords(15 points);➤ Number of social media platforms(15 points);➤ Analytics module (10 points);➤ Number of user accounts(5 points);➤ List of additional capabilities(10 points);	75
Proposal Cost: <ul style="list-style-type: none">➤ Monthly fee: The provider must present a fixed monthly cost (the service will be contracted for one year). The offer with the lowest value will receive the maximum points (25). Other offers will receive proportionally fewer points, calculated using the formula: "<i>lowest value</i>" / "<i>offer value</i>" * "<i>percentage</i>".) (25 points)	25
Total:	100

Detailed Descriptions of Evaluation Criteria and Scoring:

Sub-Criteria	Content descriptions and number of value points		
	Fully meets the contracting authority's expectations.	Partially meets the contracting authority's expectations.	Meets the contracting authority's expectations to a limited extent.
Number of Media Outlets	<p>Expectation: Capability for monitoring both Estonian and foreign media, including online sources, newspapers, and magazines. The range of monitored media sources should include access to full-text articles of paid sources.</p> <p>15 points: Bidder with the highest number of monitored sources. Additional 5 points: If paid articles are accessible in full through the application.</p>	<p>Expectation: Capability for monitoring both Estonian and foreign media, including online sources, newspapers, and magazines. The range of monitored media sources should include access to full-text articles of paid sources.</p> <p>10 points: Bidder with the second highest number of monitored sources. Additional 5 points: If paid articles are accessible in full through the application.</p>	<p>Expectation: Capability for monitoring both Estonian and foreign media, including online sources, newspapers, and magazines. The range of monitored media sources should include access to full-text articles of paid sources.</p> <p>5 points: Bidder with the third highest number of monitored sources. Additional 5 points: If paid articles are accessible in full through the application.</p>
Max 20 points	20 points	10 points	5 points
Number of Keywords	<p>Expectation: Monitoring of public media and social media accounts using keywords, with an automatic summary provided for permanently monitored keywords.</p> <p>Keywords 61- ...</p>	<p>Expectation: Monitoring of public media and social media accounts using keywords, with an automatic summary provided for permanently monitored keywords.</p> <p>Keywords 31-60</p>	<p>Expectation: Monitoring of public media and social media accounts using keywords, with an automatic summary provided for permanently monitored keywords.</p> <p>Keywords 1-30</p>
Max 15 points	15 points	10 points	5 points
Number of Social Media Platforms	<p>Social media monitoring must include the monitoring of public accounts on Facebook, X (formerly Twitter), Reddit, Instagram, YouTube, LinkedIn, and TikTok, with other</p>	<p>Social media monitoring must include the monitoring of public accounts on Facebook, X (formerly Twitter), Reddit, Instagram, YouTube, LinkedIn, and TikTok, with other</p>	<p>Social media monitoring must include the monitoring of public accounts on Facebook, X (formerly Twitter), Reddit, Instagram, YouTube, LinkedIn, and TikTok, with other channels being a</p>

	channels being a beneficial addition. The bidder must specify which platforms from this list (7) are included in the monitoring. Number of platvorns 7-...	channels being a beneficial addition. The bidder must specify which platforms from this list (7) are included in the monitoring. Number of platvorns 4-5	beneficial addition. The bidder must specify which platforms from this list (7) are included in the monitoring. Number of platvorns 1-3
Max 15 points	15 points	10 points	5 points
Analytics module	It is important to conduct quantitative analysis for keywords. The bidder is expected to specify the number of months for which retrospective summaries will be provided (e.g., a 6-month summary). Analysis for 13+ months	It is important to conduct quantitative analysis for keywords. The bidder is expected to specify the number of months for which retrospective summaries will be provided (e.g., a 6-month summary). Analysis for 4–12 months	It is important to conduct quantitative analysis for keywords. The bidder is expected to specify the number of months for which retrospective summaries will be provided (e.g., a 6-month summary). Analysis for 1–3 months
Max 10 points	10 points	8 points	5 points
Number of User Accounts	The bidder is expected to specify the number of user accounts that will have access to the monitoring results. Number of User Accounts16-...	The bidder is expected to specify the number of user accounts that will have access to the monitoring results. Number of User Accounts10-15	
Max 5 punkti	5 points	3 points	
List of Additional Capabilities	The bidder is expected to provide up to three capabilities that their program can perform, which equivalent solutions either cannot perform or perform less effectively. It is important to focus on capabilities that are particularly useful in crisis situations where there is an abundance of information and higher-than-average expectations. At least 3 additional capabilities that are beneficial in crisis situations.	The bidder is expected to provide up to three capabilities that their program can perform, which equivalent solutions either cannot perform or perform less effectively. Emphasis should be placed on capabilities that are particularly useful in crisis situations, where there is a high volume of information and expectations are above average. At least 2 additional capabilities that are beneficial in crisis situations, along with at least 1 other additional capability.	The bidder is expected to provide up to three capabilities that their program can perform, which equivalent solutions either cannot perform or perform less effectively. It is important to focus on capabilities that are particularly useful in crisis situations, where there is a large volume of information and expectations are higher than average. At least 1 additional capability that

			is useful in a crisis situation, along with at least 1 more additional capability.
Max 10 punkti	10 points	7 points	4 points

- 1.5 The contracting authority will form an evaluation committee to assess the proposals, consisting of at least three members. If necessary, the evaluation committee has the right to involve independent experts in its work. The members of the evaluation committee will collectively evaluate the service proposal based on the specified evaluation criteria. The points awarded will be summed up for each bidder separately, and the points assigned for the proposal's cost will be added. The proposal that receives the highest total number of points for the service concept and proposal cost will be considered the successful proposal.
- 1.6 In the case of equal points between proposals, the contracting authority will choose the proposal that has received more points for its cost.
- 1.7 Hankija The contracting authority will sign a contract with the bidder who has submitted the most economically advantageous proposal in accordance with the order's conditions (i.e., the one that has collected the most points in the evaluation process).